

HANOVER COUNTY SHERIFF'S OFFICE
NEWS RELEASE
COLONEL DAVID R. HINES, SHERIFF

FOR IMMEDIATE RELEASE

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Hanover Youth participate in Operation Sticker Shock

We are proud to announce PROJECT STICKER SHOCK will take place on January 22, 2011. Sticker Shock is a youth led prevention program. Project Sticker Shock seeks to reach those persons 21 years of age or older who might illegally purchase alcohol and provide it to minors.

Youth will visit participating retailers accompanied by the Hanover County Sheriff's Office and members from Hanover County Community Services. They will place prevention stickers on multi-packs of beer, wine coolers, and other alcohol products that might appeal to underage drinkers. The stickers display a warning message about the penalties for purchasing or providing alcohol to minors.



Youth leaders from throughout the county, in partnership with the Hanover County Sheriff's Office, the Hanover County Community Services Board, the ICARE Coalition, the Regional Drug Free Alliance, and the Virginia Department of Alcoholic Beverage Control are working together to create healthier communities through combating the growing problem of underage drinking. National surveys and reports have identified alcohol as the #1 drug of choice among youth and one of the easiest to access.

The project represents a partnership between youth, licensed establishments, concerned parents and community members, prevention professionals, and law enforcement with the goal of educating persons 21 and older of the underage law and raising public awareness about underage drinking.

The Virginia Department of Alcoholic Beverage Control through a federal grant from the U. S. Office of Juvenile Justice and Delinquency Prevention provides funding for Project Sticker Shock.

To find out more about Project Sticker Shock or other cooperative prevention measures, please contact the Hanover County Sheriff's Office.

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"CONTINUING TO BE A PART OF, NOT APART FROM, THE COMMUNITY"